

What is claimed is:

1. A method of making a retroreflective article, comprising the steps of:
  - 5 providing an elongate strip of a retroreflective sheeting on a release liner, wherein the sheeting has a first major viewing surface and a second major opposing adhesive surface protected by the liner;
  - cutting the elongate strip of retroreflective sheeting into smaller discrete segments on the liner;
  - stretching the liner in at least one direction to separate segments; and
  - 10 attaching the first major viewing surface of the sheeting to a second major surface of an elongate strip of a carrier having a first major surface and the second major surface.
2. A method of making a retroreflective article, comprising the steps of:
  - 15 providing an elongate strip of a retroreflective sheeting on a release liner, wherein the sheeting has a first major viewing surface and a second major opposing adhesive surface protected by the liner;
  - cutting the elongate strip of retroreflective sheeting into smaller discrete segments on the liner;
  - removing selected portions of the sheeting to separate the remaining segments; and
  - 20 attaching the first major viewing surface of the sheeting to the second major surface of an elongate strip of a carrier having a first major surface and a second major surface.
- 25 3. The method of claim 2, and further comprising attaching the first major viewing surface of the selected portions to the second major surface of a second elongate strip of a carrier having a first major surface and a second major surface.

4. The method of claim 2, wherein the segments of retroreflective sheeting are separated by a gap of between 4 mm and 100% of a length of the shortest adjacent sheeting segment.
5. The method of claim 2, wherein the second major opposing surface of the sheeting comprises an adhesive and the adhesive is protected by a release surface.
6. The method of claim 2, wherein the method further includes the steps of providing an elongate strip of a second retroreflective sheeting, cutting the elongate strip of second retroreflective sheeting into smaller discrete segments, and attaching the discrete segments of retroreflective sheeting to the carrier.
7. The method of claim 2, and further comprising the steps of:  
cutting a non-retroreflective sheeting into smaller discrete segments; and  
adhering the non-retroreflective sheeting segments to the liner.
8. The method of claim 7, wherein at least some of the non-retroreflective sheeting are fluorescent.
9. The method of claim 2 wherein at least some of the retroreflective segments are fluorescent.
10. The method of claim 9, wherein the retroreflective sheeting and second retroreflective sheeting are alternated along the carrier.
- 25 11. A method of making a retroreflective article, comprising the steps of:  
unwinding a continuous strip of retroreflective sheeting;  
sealing crossweb lines;  
cutting through the crossweb lines; and

adhering cut pieces to an elongate release liner, wherein the cut pieces are spaced from one another on the elongate release liner.

12. A method of applying a retroreflective article to a flexible substrate, comprising the  
5 steps of:

providing an elongate strip of an article having (i) a carrier with a first major surface and a second major surface and (ii) a plurality of discrete segments of a retroreflective sheeting having a first major viewing surface and a second major opposing adhesive surface protected by a release surface, wherein the first major viewing surface of the sheeting is attached to the second major surface of the carrier;  
10 exposing the second major opposing adhesive surface of the sheeting; and applying the adhesive surface of the sheeting to the flexible substrate to thereby adhere the sheeting to the substrate.

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13. The method of claim 12, wherein exposing the second major surface comprises unrolling a roll containing the plurality of discrete segments.

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14. The method of claim 12, wherein the exposing the second major surface comprises removing a release liner prior to applying the retroreflective article.

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15. The article of claim 12, and further comprising partially tearing the carrier along a plurality of discontinuities during the step of applying the adhesive surface of the sheeting to the flexible substrate.

16. The method of claim 12, further comprising the additional step of: removing the carrier from the applied article to thereby expose the first major viewing surface of the sheeting.

17. The method of claim 16, wherein the carrier is extensible and permits the article to be positioned along an irregular surface of a substrate or along a curved path.

18. A method of applying a retroreflective article to a flexible substrate, comprising the steps of:

5 providing an elongate strip of a conspicuity article having (i) a carrier with a first major surface and a second major surface and (ii) a plurality of discrete segments of a retroreflective sheeting having a first major viewing surface and a second major opposing adhesive surface including a tackifier and being protected by a release surface, wherein the first major viewing surface of the sheeting is attached to the second major surface of the carrier; exposing the second major opposing adhesive surface of the sheeting; and applying the adhesive surface of the sheeting to the flexible substrate.

10 15 19. The method of claim 18, wherein the adhesive comprises a hot melt adhesive.

20 20. A method of applying a retroreflective article to a substrate, comprising the steps of: providing an elongate strip of a conspicuity article having (i) an extensible carrier with a first major surface and a second major surface and (ii) a plurality of discrete segments of a retroreflective sheeting having a first major viewing surface and a second major opposing adhesive surface being protected by a release surface, wherein the first major viewing surface of the sheeting is attached to the second major surface of the carrier; exposing the second major opposing adhesive surface of the sheeting; and applying the adhesive surface of the sheeting to the substrate while stretching the carrier to direct application of the segments upon the substrate.